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El-Ansary is a Fulbright Scholar. He is co-author of the leading text-reference books on E-Marketing, 3rd, and 4th edition, Prentice-Hall, 2003-2006 and Marketing Channels, 1st through 7th edition, Prentice-Hall, 1977 - 2006.

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Professor Coughlan is the lead author (with co-authors Erin Anderson, Louis W. Stern, and Adel I. El-Ansary) of "Marketing Channels," 7th edition (Prentice-Hall,2006), a leading textbook and reference work in the area of distribution channel design and management.

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Marketing Channels 7e 5-3 Marketing Channel Strategy and the Role of Distribution in Corporate

Objectives and Strategy The most fundamental distribution decision for any firm or organization to consider is the

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marketing channel (or supply chain) need to be aware of the actions and policies of all other members so that they can create exchanges that are maximally efficient and profitable over the long term. Multiplicity of Distribution Channels Exhibit 2 on the following page illustrates an important point about marketing channels and channel members.

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He is co-author of the leading text-reference books on E-Marketing, 3rd and 4th editions, Prentice-Hall, 2003 & 2006 and Marketing Channels, 1st through 8th edition, Prentice-Hall, 1977 - 2015. He is a contributor to the Encyclopedia of Marketing, Encyclopedia of Economics, American Marketing Association Marketing Encyclopedia, the Logistics ...

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